UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/799,712	03/15/2004	Lizhi Ma	JPC-004	8969

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EXAMINER
NGUYEN, KHAI N

ART UNIT	PAPER NUMBER
2614	

NOTIFICATION DATE	DELIVERY MODE
09/18/2008	ELECTRONIC

Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Notice of the Office communication was sent electronically on above-indicated "Notification Date" to the following e-mail address(es):

AAlpha-Kpetewama@goodwinprocter.com
patentdc@goodwinprocter.com

<table>
<tr><td rowspan="3">Office Action Summary</td><td>Application No.
10/799,712</td><td>Applicant(s)
MA ET AL.</td><td></td></tr>
<tr><td>Examiner
KHAI N. NGUYEN</td><td>Art Unit
2614</td><td></td></tr>
</table>

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE _3_ MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.
- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on _15 March 2004_.
2a)☒ This action is **FINAL**.   2b)☐ This action is non-final.
3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) _1-27_ is/are pending in the application.
    4a) Of the above claim(s) _____ is/are withdrawn from consideration.
5)☐ Claim(s) _____ is/are allowed.
6)☒ Claim(s) _1-27_ is/are rejected.
7)☐ Claim(s) _____ is/are objected to.
8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.
10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.
    Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
    Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
    a)☐ All   b)☐ Some * c)☐ None of:
      1.☐ Certified copies of the priority documents have been received.
      2.☐ Certified copies of the priority documents have been received in Application No. _____.
      3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
    * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1)☒ Notice of References Cited (PTO-892)
2)☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3)☐ Information Disclosure Statement(s) (PTO/SB/08)
    Paper No(s)/Mail Date _____.
4)☐ Interview Summary (PTO-413)
    Paper No(s)/Mail Date. _____.
5)☐ Notice of Informal Patent Application
6)☐ Other: _____.

DETAILED ACTION

Response to Amendment

1.   Applicant's amendment filed on August 28, 2007 has been entered. Claims **1**-4,

7, **8-12**, 14, **20**, and **24-27** have been emended. No claims have been canceled. No

claims have been added. Claims 1-27 are still pending in this application, with claims **1,**

8, 12, 20, 24, 25, 26 and **27** being independent.

Priority

2.   This application repeats a substantial portion of prior Application No. 10/286,767

(now U.S. Patent No. 6,714,642), filed November 04, 2002, and adds and claims

additional disclosure not presented in the prior application.

    The new subject matter added in this instant application will not be entitled to the

filing date of the earlier patent application. Claims 1-27 in this instant application are

directed to the new subject matter added in this instant application and will be entitled to

the filing date March 15, 2004.

    Therefore, this application is examined with the filling date March 15, 2004.

Claim Rejections - 35 USC § 103

3.   The text of those sections of Title 35, U.S. Code not included in this action can

be found in a prior Office action.

4.   Claims 1-27 are rejected under 35 U.S.C. 103(a) as being unpatentable over

Bushey et al. (U.S. Patent Number 6,389,400 hereinafter "Bushey') in view of McPartlan

et al. (US Publication Number 2003/0215083 A1 hereinafter "McPartlan").

        Regarding claims 1 and 8, Bushey et al. teach a method of routing incoming

customer telephony calls to presentations relating to products or services predicted to

be of interest to the customer (Figs. 1-6, column 7, lines 47-52, i.e., models to

incorporate the capability of predictions for customers), the method comprising:

        in anticipation of at least one incoming call from the customer, accessing

information relating to one or more products or services (Fig. 2, step S6 Arrival Of

Customer Call, column 8, lines 36-40);

        retrieving customer specific information associated with that customer or an

account of that customer (Fig. 2, step S7 Access Customer Identification, column 8,

lines 36-43, i.e., customer's identification may take the form of an account number);

        deciding, for each offer associated with the one or more products or services,

and based on one or both of a call probability derived in part from the customer specific

information and an offer_eligibility derived in part from the customer specific information

(Fig. 3, step S7, step S8 Query Customer Background Information, column 8, lines 48-

55, i.e., products and services currently being provided reads on "call probability", and

billing history, household information read on "offer eligibility"), whether the customer

call may be routed to a cross-sell presentation relating to said each offer associated

with the one or more products or services (Fig. 3, step S9 Query Customer Task and

Attitude Information, column 8, lines 56-64, i.e., assessing aspects such as the

customer's willingness to be up-sold additional products and services, and Fig. 8,

ATTRIBUTE 1 – Cross Selling Attempts, Fig. 10, ATTRIBUTE 1, CUSTOMER 1,

column 11, lines 22-24, and lines 56-63, i.e., cross-selling attempts);

storing the call routing (Fig. 6, 16 ROUTING PROCESSOR) strategy in

association with a central server system (Fig. 6, column 10, lines 24-25);

receiving information of a call at the central server system (Fig. 6, column 9, lines

36-39);

generating a first routing control signal to route the call to an interactive voice

response unit (Fig. 6, 2 CUSTOMER INTERFACE) shared by a plurality of call sites

(Fig. 6, 8 AGENT INTERFACE, column 10, lines 1-4, i.e., agents reside at the service

center, or be connected from a remote location reads on a plurality of call sites),

wherein the interactive voice response unit is external to an exchange carrier providing

the call (Fig. 6, column 9 lines 36-49, i.e., IVR (Interactive Voice Response);

receiving input from a caller at the interactive voice response unit, the input at

least identifying the caller as the customer (Figs. 2-3, steps S6-S7, column 8, lines 36-

47, i.e., accessing customer identification via an IVR); and

generating a second routing control signal for routing the call to one of said

plurality of call sites (Fig. 1, S5 ROUTE CLIENT REQUEST, column 8, lines 29-30).

Bushey discloses a system and methods to provide a call routing strategy for a

customer based on customer behavioral model with specific customer information (Figs.

1-3, Fig. 6, column 2 lines 37-51, and column 3, lines 14-67). However, Bushey does

not specifically use the terms such as "pre-formed call routing" or "forming a call

routing".

In the same field of endeavor, McPartlan teaches a pre-call routing solution that

is proactive such that routing decisions are made before a call is routed (McPartlan –

Figs. 2-6, paragraph [0012], and paragraph [0045], i.e., "Pre-call routing").

It would have been obvious to a person of ordinary in the art at the time of the

invention was made to apply a known technique to a known device (i.e., using a "pre-

formed call routing" to rout customer call request in a call center) ready for improvement

to yield predictable results (see KSR – MPEP 2143). Therefore, it would have been

obvious to a person of ordinary in the art to incorporate the use of a pre-formed call

routing, as taught by McPartlan, into the method and system of Bushey in order to

enhance the call routing in a call center.

Regarding claims 2-3, and 11, Bushey teaches the method of wherein said

deciding comprises checking the customer specific information for an indication as to

whether the customer has previously been exposed to information relating to the one or

more products or services (Fig 10, column 11, lines 56-63); and wherein said deciding

comprises deciding whether the customer is eligible to purchase the one or more

products or services (Fig. 10, column 11, lines 56-63, and column 3, lines 15-35, i.e.,

household information "eligible").

Regarding claims 4 and 10, Bushey teaches the method comprising presenting a call routing strategy to a customer service representative; routing the call by a customer service representative (Fig. 1, step S5, column 8, and lines 29-30).

Regarding claims 5-6, Bushey teaches the method of ranking the products for which said deciding is in the affirmative according to a probable value of each product; and wherein the probable value of each product is calculated according to an estimated likelihood that the customer will purchase the product, the estimated likelihood being at least partially derived from the customer specific information (Fig. 4, column 9, lines 4-12).

Regarding claims 7 and 9, Bushey teaches the method of automatically retrieving pre-stored customer specific information (Fig. 3, steps S7-S8, column 8, lines 48-55).

Regarding claims 12 and 20, Bushey teaches a system for routing incoming customer telephony calls to presentations relating to products or services predicted to be of interest to the customer (Figs. 1-6, column 3, lines 24-33), the system comprising:

a first computer (Fig. 6, 4 CUSTOMER DATA PROCESSOR) operatively coupled to a telephony network capable of receiving customer calls (Fig. 6, 2 CUSTOMER INTERFACE), the first computer being configured to receive information regarding a call and to develop a routing control signal, wherein the telephony network is responsive to said routing control signal, a plurality of call sites for receiving the call based on the

routing control signal (Fig. 6, 8 AGENT INTERFACE, column 10, lines 1-4, i.e., agents

reside at the service center, or be connected from a remote location reads on a plurality

of call sites);

a voice response unit that is external to the telephony network wherein the first

computer pre-routes the call to the voice response unit in order to collect at least a

portion of the information regarding the call in order to develop the routing control signal

(Fig. 6, column 9, lines 36-53, i.e., customer interface connects to a telephone, IVR of

telephony network, Internet or computer);

a first database (Fig. 6, 6 DATABASE) containing customer specific information,

wherein the customer specific information is associated with each customer or an

account of each customer; a second database (Fig. 6, 6) containing information relating

to a plurality of products or services (Fig. 6, column 3, lines 46-54, and column 9, lines

55-67);

a second computer (Fig. 6, 14 MATCH PROCESSOR) operatively coupled to

said first computer (Fig. 6, 4), to said first database, and to said second database (Fig.

6, 6), said second computer configured to decide, for each of the plurality of products or

services and based on one or both of a call probability derived in part from the customer

specific information and an offer eligibility derived in part from the customer specific

information (Fig. 3, step S7, step S8 Query Customer Background Information, column

8, lines 48-55, i.e., products and services currently being provided reads on "call

probability", and billing history, household information read on "offer eligibility"), whether

the customer call may be routed to a presentation relating to the product or service and

to form a call routing strategy based on the results of the decision and on available call

handling resources, said second computer (Fig. 6, 14) being configured to communicate

at least a portion of the routing strategy to the first computer (Fig. 6, column 10, lines

14-23, i.e., match an agent "call handling resources" for a customer's request, and Fig.

16, S13 Is An Acceptable agent Available?); and

the first computer being further configured to develop the routing control signal

according to the call routing strategy formed by the second computer (Fig. 6, 4, 14, 16,

column 10 lines 24-34).

Bushey discloses a system and methods to provide a call routing strategy for a

customer based on customer behavioral model with specific customer information (Figs.

1-3, Fig. 6, column 2 lines 37-51, and column 3, lines 14-67). However, Bushey does

not specifically use the terms such as "pre-formed call routing" or "forming a call

routing".

In the same field of endeavor, McPartlan teaches a pre-call routing solution that

is proactive such that routing decisions are made before a call is routed (McPartlan –

Figs. 2-6, paragraph [0012], and paragraph [0045], i.e., "Pre-call routing").

It would have been obvious to a person of ordinary in the art at the time of the

invention was made to <u>apply a known technique to a known device</u> (i.e., using a "pre-

formed call routing" to rout customer call request in a call center) <u>ready for improvement</u>

<u>to yield predictable results</u> (see KSR – MPEP 2143). Therefore, it would have been

obvious to a person of ordinary in the art to incorporate the use of a pre-formed call

routing, as taught by McPartlan, into the method and system of Bushey in order to

enhance the call routing in a call center.

Regarding claims 13-14, Bushey teaches a system with a second computer is

configured to check the customer specific information for an indication as to whether the

customer has previously been exposed to information relating to a product or service

(Fig. 6, 10, 14, and Fig 10, column 11, lines 56-63); a second computer is configured to

decide whether the customer is ineligible to purchase the product or service (Fig. 6, 10,

14, and Fig. 10, column 11, lines 56-63, and column 3, lines 23-35).

Regarding claims 15-18, 21, and 23, Bushey teaches a system comprising a

customer service terminal operatively coupled to a second computer and configured to

receive and communicate the routing strategy to a customer service representative (Fig.

6, 8, 10, 14 and 16, column 10, lines 1-5); wherein said second computer is configured

to rank the products for which the decision is in the affirmative according to a probable

value of each product (Fig. 4, Fig. 6, column 9, lines 4-12); wherein the second

computer is configured to calculate the probable value of each product according to an

estimated likelihood, at least partially derived from the customer specific information,

that the customer will purchase the product (Fig. 6, Fig. 10, column 11, lines 56-63);

wherein said first computer is configured to locate customer specific information in the

first database based on caller identification (Fig. 6, column 9, lines 50-67).

Regarding claims 19 and 22, Bushey teaches a system wherein the first

computer and the second computer are portions of the same computer (Fig. 6, 4, 6, 10,

14 and 16).

Regarding claim 24, Bushey teaches a system for routing incoming customer

telephony calls to presentations relating to products or services predicted to be of

interest to the customer (Figs. 1-6, column 7 lines 47-52), the system comprising:

means for forming a call routing strategy for a customer, in anticipation of at least

one incoming call from the customer (Figs. 1-3, Fig. 6, column 2 lines 37-51, and

column 3, lines 14-67), said means for forming further comprising:

means for accessing information relating to one or more products or services

(Fig.6 – Database 6);

means for retrieving customer specific information associated with that customer

or an account of that customer (Fig. 6, 4, 6, column 9, lines 55-59);

means for deciding, for each offer associated with the one or more products or

services, and based on one or both of a call probability derived in part from the

customer specific information and an offer eligibility derived in part from the customer

specific information (Fig. 3, step S7, step S8 Query Customer Background Information,

column 8, lines 48-55, i.e., products and services currently being provided reads on "call

probability", and billing history, household information read on "offer eligibility"), whether

the customer call may be routed to a cross-sell presentation relating to said each offer

associated with the products or services (Fig. 3, step S9 Query Customer Task and

Attitude Information, column 8, lines 56-64, i.e., assessing aspects such as the

customer's willingness to be up-sold additional products and services, and Fig. 8,

ATTRIBUTE 1 – Cross Selling Attempts, Fig. 10, ATTRIBUTE 1, CUSTOMER 1,

column 11, lines 22-24, and lines 56-63, i.e., cross-selling attempts, and also see Fig. 6,

6, 14, 16, column 10, lines 30-35);

   means for forming a call routing strategy consistent with said deciding (Fig. 6, 16

Routing Processor); and

   means for storing the call routing strategy in association with a central server

system (Fig. 6, 16, column 10, lines 24-25);

   means for receiving information of a call at the central server system (Fig. 6, 2

Customer Interface, column 9, lines 50-51);

   means for generating a first routing control signal to route the call to an

interactive voice response unit (Fig. 6, 2 CUSTOMER INTERFACE) shared by a

plurality of call sites (Fig. 6, 8 AGENT INTERFACE, column 10, lines 1-4, i.e., agents

reside at the service center, or be connected from a remote location reads on a plurality

of call sites), wherein the interactive voice response unit is external to an exchange

carrier providing the call (Fig. 6, column 9 lines 36-49, i.e., IVR (Interactive Voice

Response);

   means for receiving input from a caller at the interactive voice response unit, the

input at least identifying the caller as the customer (Figs. 2-3, steps S6-S7, column 8,

lines 36-47, i.e., accessing customer identification via an IVR); and

means for generating a second routing control signal for routing the call to one of

said plurality of call sites (Fig. 1, S5 ROUTE CLIENT REQUEST, column 8, lines 29-30,

and Fig. 6, 8 AGENT INTERFACE, column 10, lines 1-4, i.e., agents reside at the

service center, or be connected from a remote location reads on a plurality of call sites).

Bushey discloses a system and methods to provide a call routing strategy for a

customer based on customer behavioral model with specific customer information (Figs.

1-3, Fig. 6, column 2 lines 37-51, and column 3, lines 14-67). However, Bushey does

not specifically use the terms such as "pre-formed call routing" or "forming a call

routing".

In the same field of endeavor, McPartlan teaches a pre-call routing solution that

is proactive such that routing decisions are made before a call is routed (McPartlan –

Figs. 2-6, paragraph [0012], and paragraph [0045], i.e., "Pre-call routing").

It would have been obvious to a person of ordinary in the art at the time of the

invention was made to apply a known technique to a known device (i.e., using a "pre-

formed call routing" to rout customer call request in a call center) ready for improvement

to yield predictable results (see KSR – MPEP 2143). Therefore, it would have been

obvious to a person of ordinary in the art to incorporate the use of a pre-formed call

routing, as taught by McPartlan, into the method and system of Bushey in order to

enhance the call routing in a call center.

Regarding claim 25, Bushey teaches a method of routing incoming customer

telephony calls to presentations relating to products or services predicted to be of

interest to the customer (Figs. 1-6, column 7, lines 47-52, i.e., models to incorporate the

capability of predictions for customers), the method comprising:

retrieving, for a plurality of customers, customer specific information, wherein the

customer specific information for each customer comprises past purchase data, past

offer data, and account data is associated with the customer (Fig. 1, S2, Figs. 2-3, S7,

S8, Fig. 6, column 8, lines 48-55, and column 9, lines 55-59);

accessing information relating to one or more products or services (Fig. 6,

column 3, lines 46-54, and column 9, lines 55-67);

computing, for each product or service, an expected value as a product of a

probability and a monetary amount, the monetary amount being based at least in part

on a net present value of a sale of the product or service to a seller of the product or

service (Fig. 6, Fig. 8, column 11, lines 20-25);

determining, for each product or service, an eligibility parameter, the eligibility

parameter being based at least partially on the information relating to the product or

service, the eligibility parameter being based at least partially on at least one of the past

offer data and the account data (Fig. 3, step S7, step S8 Query Customer Background

Information, column 8, lines 48-55, i.e., account data, and billing history, household

information read on "offer data", and Fig. 10, column 11, lines 55-67);

forming a routing strategy consistent with said computing and said determining,

the routing strategy being formed in anticipation of customer calls and stored (Fig. 6, 6

ROUTING PROCESSOR) in a central server system (Figs. 1-3, Fig. 6, column 2 lines

37-51, column 3, lines 14-67, and column 10, lines 24-25);

receiving information of a call at the central server system (Fig. 6, column 9, lines

36-39);

generating a first routing control signal to route the call to an interactive voice

response unit (Fig. 6, 2 CUSTOMER INTERFACE) shared by a plurality of call sites

(Fig. 6, 8 AGENT INTERFACE, column 10, lines 1-4, i.e., agents reside at the service

center, or be connected from a remote location reads on a plurality of call sites),

wherein the interactive voice response unit is external to an exchange carrier providing

the call (Fig. 6, column 9 lines 36-49, i.e., IVR (Interactive Voice Response);

receiving input from a caller at the interactive voice response unit, the input at

least identifying the caller as the customer (Figs. 2-3, steps S6-S7, column 8, lines 36-

47, i.e., accessing customer identification via an IVR); and

generating a second routing control signal for routing the call to one of said

plurality of call sites (Fig. 1, S5 ROUTE CLIENT REQUEST, column 8, lines 29-30).

Bushey discloses a system and methods to provide a call routing strategy for a

customer based on customer behavioral model with specific customer information (Figs.

1-3, Fig. 6, column 2 lines 37-51, and column 3, lines 14-67). However, Bushey does

not specifically use the terms such as "pre-formed call routing" or "forming a call

routing".

In the same field of endeavor, McPartlan teaches a pre-call routing solution that is proactive such that routing decisions are made before a call is routed (McPartlan – Figs. 2-6, paragraph [0012], and paragraph [0045], i.e., "Pre-call routing").

It would have been obvious to a person of ordinary in the art at the time of the invention was made to apply a known technique to a known device (i.e., using a "pre-formed call routing" to rout customer call request in a call center) ready for improvement to yield predictable results (see KSR – MPEP 2143). Therefore, it would have been obvious to a person of ordinary in the art to incorporate the use of a pre-formed call routing, as taught by McPartlan, into the method and system of Bushey in order to enhance the call routing in a call center.

Regarding claim 26, Bushey and McPartlan disclose everything claimed as applied above (see claims 1, 8 and 25 above). However, Bushey does not specifically disclose the invention is readily to be implemented as the instructions embodied in a computer readable medium.

McPartlan teaches the invention can be provided as a computer program product which includes a machine readable medium having stored instructions.

Therefore, it would have been obvious to person of ordinary skill in the art at the time the invention was made to provide Bushey with the instructions embodied in a computer readable medium to cause a computer to route incoming customer telephony calls to presentations relating to products or services predicted to be interest to the customer (with access information related to products or services, customer information,

matching customers with products or services based on customer information and call

routing strategy).

Regarding claim 27, Bushey et al. teach a method of forming an offer

presentation strategy for use with a customer initiated contact, the offer presentation

strategy being constructed to contain offers predicted to be of interest to the individual

customer who initiates contact (Figs. 1-6, column 3, lines 42-45, column 7 lines 49-52),

the method comprising:

accessing customer information of each of a plurality of customers, the customer

information comprising at least one of account specific information of each of the

plurality of customers and behavior information of each of the plurality of customers

(Figs. 1-3, column 7, lines 64-67, and column 8, lines 48-55);

accessing information regarding a plurality of products or services (Fig. 6, column

3, lines 46-54, and column 9, lines 55-67);

forming a list of offers in anticipation of customer initiated contacts, the list of

offers being specific to a customer, the list of offers being ordered based in part on

information derived from the information of each of the plurality of customers (column 3,

lines 56-67);, wherein the information includes one or more factors selected from a

group consisting of: a probability of the customer initiating a contact, an eligibility of the

customer for an offer, a response rate by the customer to an offer, and a net present

value of an accepted offer (Fig. 4, column 4, lines 3-19, and column 9, lines 1-14);

receiving information of a call at the central server system (Fig. 6, column 9, lines 36-39);

generating a first routing control signal to route the call to an interactive voice response unit (Fig. 6, 2 CUSTOMER INTERFACE) shared by a plurality of call sites (Fig. 6, 8 AGENT INTERFACE, column 10, lines 1-4, i.e., agents reside at the service center, or be connected from a remote location reads on a plurality of call sites), wherein the interactive voice response unit is external to an exchange carrier providing the call (Fig. 6, column 9 lines 36-49, i.e., IVR (Interactive Voice Response);

receiving input from a caller at the interactive voice response unit, the input at least identifying the caller as the customer (Figs. 2-3, steps S6-S7, column 8, lines 36-47, i.e., accessing customer identification via an IVR); and

generating a second routing control signal for routing the call to one of said plurality of call sites so as to present an offer to the customer (Fig. 1, S5 ROUTE CLIENT REQUEST, column 8, lines 29-30).

Bushey discloses a system and methods to provide a call routing strategy for a customer based on customer behavioral model with specific customer information (Figs. 1-3, Fig. 6, column 2 lines 37-51, and column 3, lines 14-67). However, Bushey does not specifically use the terms such as "pre-formed call routing" or "forming a call routing".

In the same field of endeavor, McPartlan teaches a pre-call routing solution that is proactive such that routing decisions are made before a call is routed (McPartlan – Figs. 2-6, paragraph [0012], and paragraph [0045], i.e., "Pre-call routing").

It would have been obvious to a person of ordinary in the art at the time of the invention was made to apply a known technique to a known device (i.e., using a "pre-formed call routing" to rout customer call request in a call center) ready for improvement to yield predictable results (see KSR – MPEP 2143). Therefore, it would have been obvious to a person of ordinary in the art to incorporate the use of a pre-formed call routing, as taught by McPartlan, into the method and system of Bushey in order to enhance the call routing in a call center.

Conclusion

5.   Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of

the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

Any inquiry concerning this communication or earlier communications from the examiner should be directed to KHAI N. NGUYEN whose telephone number is (571)270-3141. The examiner can normally be reached on Monday - Thursday 6:30AM - 5:00PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Ahmad F. Matar can be reached on (571) 272-7488. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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